

MALVERN HILLS DISTRICT COUNCIL OPEN SPACE, SPORT & RECREATION STUDY: ASSESSMENT REPORT

PART 14: FOOTBALL

Structure

14.1 Football development in Malvern Hills District is the responsibility of the Worcestershire Football Association (WFA). In 2004 the WFA carried out an analysis of its football development programme. A four-year vision emerged from this review and a number of priorities were identified, all of which have a direct impact on the future development of football in the District.

Table 14.1: WFA priorities and their impact on Malvern Hills District

Priority	County vision	Malvern Hills District
Girls and women's development	Establish a County Women's League with two divisions and to have 25% of boys clubs offering girls football.	Currently, only Newton Sports has competitive girls teams at U11, U13 and U15 level. The only senior women's side in the District is Malvern Town Ladies FC, which plays in the Kidderminster League.
FA Charter Standard	At least one community club per local authority district linked to a specialist sports college. Every secondary school to reach Charter Standard Status.	Newtown Sports FC is a community club in Malvern Hills District. Currently, no secondary schools in Malvern Hills District have achieved Charter Standard status, although Dyson Perrins High School is planning to apply for Sports College Status in October 2007.
Volunteer development	Competent volunteers in clubs and leagues.	Consultation reveals that clubs in Malvern Hills District generally have sufficient volunteers to run teams. This is particularly the case at junior level.
Small-sided soccer	To provide small sided soccer service at strategic sites across the County	There is currently no small-sided formal soccer service in Malvern Hills District. There are relatively low levels of mini-soccer due to a relatively low number of junior clubs in the District compared to across the rest of the County. This is not seen as a immediate priority.
Adult 11-a-side	To facilitate a smooth transition from youth football to adult football with two divisions of an U18 league.	Currently, Malvern Town Youth plays in a West Midlands regional league and Malvern United U18 plays in the Worcester & District League, which is an adult competition.
School-club link	All Charter Standard clubs to have a formal link with a local school, including a formal recruitment process.	The nature of links between clubs and schools varies, with some more formalised than others.



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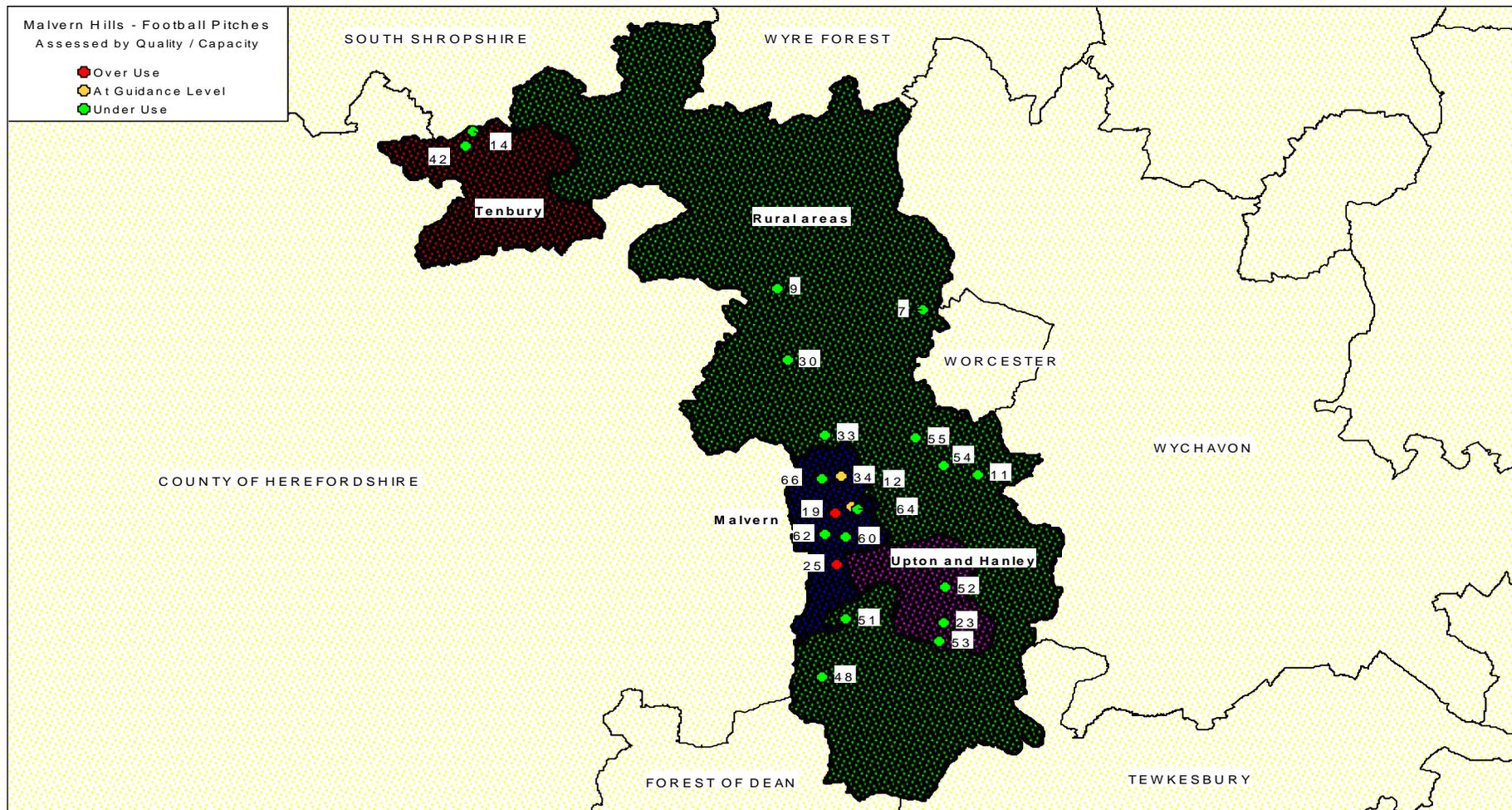
Football provision in Malvern Hills District

Table 14.2: Summary of pitches available for community use and teams by analysis area

Analysis area	No. of available pitches			No. of teams				
	Senior	Junior	Mini	Senior mens	Senior womens	Junior boys	Junior girls	Mini-soccer
Malvern Town area	16	4	1	13	1	13	3	13
Rural areas	11	2	-	6	-	5	-	3
Tenbury Town area	2	2	-	2	-	3	-	4
Upton and Hanley areas	4	2	-	2	-	3	-	5
MALVERN HILLS DISTRICT	33	10	1	23	1	24	3	25

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Figure 14.1: Location of football pitches in Malvern Hills District



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Table 14.3: Key to map of football pitches

Site name	KKP ref	Analysis area	Community use	Senior	Junior	Mini
Barnards Green Cricket Club	12	Malvern Town area	Yes			1
Dyson Perrins High School	66	Malvern Town area	Yes	1		
Lower Howsell Road	34	Malvern Town area	Yes	2	2	
Malvern College	62	Malvern Town area	Yes	6	2	
Malvern Town FC	64	Malvern Town area	Yes	1		
Sling Lane Playing Fields	19	Malvern Town area	Yes	2		
The Chase High School	60	Malvern Town area	Yes	2		
Victoria Park	25	Malvern Town area	Yes	2		
Berry Fields	30	Rural areas	Yes	1		
Ferry Lane Playing Field	54	Rural areas	Yes	1		
Hallow Playing Field	7	Rural areas	Yes	1		
Hollybed Common	48	Rural areas	Yes	1		
Hospital Lane Playing Field	55	Rural areas	Yes	2		
Kempsey Sports Association Playing Fields	11	Rural areas	Yes	2	2	
Leigh & Bransford Memorial Hall, Sherridge Road, Leigh Sinton	33	Rural areas	Yes	1		
Martley Millenium Green	9	Rural areas	Yes	1		
Spittle Fields	51	Rural areas	Yes	1		
Palmers Meadow	14	Tenbury Town area	Yes	1	2	
Tenbury High School Oldwood Road	42	Tenbury Town area	Yes	1		
The Glebe, Hanley Castle High School	52	Upton and Hanley areas	Yes	1		
The Upton Hill Centre	23	Upton and Hanley areas	Yes	2		
Upton Sports Club	53	Upton and Hanley areas	Yes	1	2	



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Facility development and investment

14.2 The Worcestershire Local Football Partnership (LFP) is made up of regional stakeholders involved in football, including local authorities, the Local Education Authority, Sport England, schools and other identified representatives. It has developed a Worcestershire Facilities Strategy to identify the priorities for investment in football facilities across the County. A number of objectives underpin the strategy, including to:

- Encourage the devolution of facility responsibility to clubs.
- Stop the decline in adult men's 11-a-side football.
- Support the development of FA Community Clubs and Charter Standard Clubs.
- Recognise and support the growth in small-sided football.
- Promote the women's game.
- Address the current under provision of mini-soccer pitches.
- Promote community use of school facilities.
- Recognise reducing local authority maintenance budgets.
- Develop (where applicable) multi-use games area (MUGA) sites.
- Promote the small grant schemes across the County.

14.3 In the context of the 50% match funding currently offered by the Football Foundation, the LFP acknowledges that capital projects which meet the above criteria fail because of the difficulty in identifying match funding. Local solutions, working in partnership with local authorities, are therefore encouraged in an attempt to bridge any deficit.

14.4 In 2005, a number of projects were removed from the LFP priority list. This included a £100,000 scheme to improve the drainage of pitches and the construction of new changing facilities in Malvern Hills District. WFA identifies that the provision of upgraded changing facilities to serve existing pitch sites as a priority. Unfortunately, the scheme was not developed further.

Small Grants Scheme (capital)

14.5 The WFA's main priority for 2006 is to maximise funding allocation from the Football Foundation's Small Grants Scheme. This funding stream is available at schemes dealing with drainage, clubhouse refurbishment, minor external works etc. projects up to the value of £10,000 can be applied for, but is subject to 50% match funding from the applicant.



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Football Foundation Goalpost Safety Scheme

14.6 The Goalpost Safety Scheme aims to replace goals which fail to meet the British Standards (BS8462) requirements. Any goalposts which do not meet the above criteria are eligible to apply for funding up to £1,500. Applicants must match-fund the application by 50%.

14.7 KKP's site visits assessed the quality of the existing goalposts on formal football pitches in Malvern Hills District. The following sites have goalposts rated as 'poor' and which should be considered for replacement under the Goalpost Safety Scheme:

- Old Hollow Sports Ground.
- Sling Lane Playing Fields.
- Hollybed Common.
- Greenfield Road.

Key issues for football

Lack of quality changing provision

14.8 Site assessments show a high number of football sites in Malvern Hills District have poor or no changing provision. Consultation suggests that these sites have low levels of usage for this reason, and that clubs would be prepared to hire the facilities if improved ancillary facilities were installed. However, the lack of changing provision is reflected in the hire cost for the pitches. The following table lists those sites with inadequate or no changing facilities.

Table 14.4: Summary of changing provision quality at existing football pitch sites

Site	No. of pitches	Current changing provision	Current capacity
Old Hollow Sports Ground	1 senior football	Changing rated as poor (37%) and in need of renovation.	Currently one match per week.
Victoria Park	2 senior football	Overall quality rated as poor (32%). No evidence of toilets at the site.	Site overplayed by four matches per week.
Church Lane, Suckley	1 senior football	Overall quality rated as poor (37%).	Currently one match per week.
Spittle Fields	1 senior football	Overall quality rated as average (41%).	There is currently no formal play on this site.
Ferry Lane Playing Fields	1 senior football	Overall quality rated as average (49%).	No play on this site.

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Site	No. of pitches	Current changing provision	Current capacity
Hospital Lane Playing Fields	2 senior football	Overall quality rated as very poor (27%).	Four matches per week on this site.
The Chase High School	2 senior football	Overall quality rated average (59%).	There is no formal play on this site.
Sling Lane Playing Fields	2 senior football	No changing provision.	Site overplayed by six matches per week.
Berry Fields	1 senior football	No changing provision.	Currently no play on this site.

14.9 As previously referenced, WFA states that the upgrade of changing provision to serve existing pitch sites would be seen as a priority for future investment. Around £100,000 was allocated for such work in 2005 but the scheme did not progress.

Football Forum

14.10 The Malvern Hills District Football Forum is organised by MHDC and includes the WFA County Development Manager and representatives from Malvern Town Council. It was formed as a result of the inquiry as to the future usage of the Sling Lane Playing Fields site. It aims to act as a forum for football development in the Town and surrounding areas. However, its meetings are sporadic and attract a relatively low attendance, with only a handful of core clubs attending the meetings. Consultation with clubs also suggests that there is a sense of cynicism about the Forum, as it concentrates on facility issues rather than any long-term development of clubs.

Blanket postponement of matches

14.11 During periods of inclement weather, Malvern Town Council declares all of its pitches unplayable. However, consultation reveals that, on some occasions, clubs have flouted this order and continued to play matches with the agreement of the appointed match referee.

League minimum facility requirements

14.12 At present, teams that currently use facilities in Malvern Hills District are not subject to league regulations stipulating the provision of a minimum standard of changing facility, pitch perimeter fencing or standing areas. However, consultation reveals examples of clubs that have been refused entry to the West Midlands League due to a lack of facilities. For examples, Malvern Rangers FC was a strong grassroots football teams that played its matches at Victoria Park. In order for the club to progress to a higher level of football in the West Midlands League it required a covered stand for a minimum of 85 standing spectators. The Club commissioned Arena Stadiums to provide an indicative cost for construction of



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such a facility, which was around £4,000. However, the Club states that Malvern Town Council did not agree to a long-term lease of the site to enable a funding application to be put in to the Football Foundation. Since this time, the Club has disbanded due to a number of players leaving to play for teams higher in the football pyramid.

Tenbury facilities

- 14.13 Tenbury United FC has access to three football pitches on the Palmers Meadow site. It has two senior teams and junior teams from U7 through to U14 level. There is a sufficient number of pitches on Palmers Meadow to accommodate both current and future demand. There is no overplay on the two junior pitches and there is capacity to use the senior pitch on Sundays for junior matches if required.
- 14.14 The main issue with the site is the lack of a good quality changing facility serving the pitches. Outline planning permission has been secured to develop on part of the site. Estimates, based on an equivalent facility in Ledbury, put the potential cost at around £400,000 and external funding would be sought from a variety of sources. However, at present Tenbury Town Council only renews the lease on the site on an annual basis. A minimum 25-year lease would be required to apply for external funding through the majority of agencies.

North Site development

- 14.15 MHDC has secured Section 106 contribution to develop one senior pitch and one junior pitch on the North Site. This will include the provision of a new changing facility and will accommodate some of the overplay from other grass pitches in the Malvern Hills District area, such as Sling Lane Playing Fields and Victoria Park.

Sling Lane Playing Fields

- 14.16 Sling Lane Playing Fields is the only site in Malvern Hills District owned and maintained by MHDC. There are currently two senior football pitches on the site, both in poor condition. There are no changing facilities and the access is particularly poor, which is reflected in the low levels of usage. Consultation reveals that the amount of land available is not being used to its full capacity in terms of the potential orientation of pitches and there is scope to add to the pitch stock on the site. In 2004 Newtown Sports Juniors FC entered into negotiations with MHDC to take a long-term lease on the site to ensure security of tenure and be in a position to apply for external funding. This was supported by the WFA as Newtown Sports FC is a Charter Standard Community Club. However, resident objections at the planning stage which rendered the project's development unfeasible.



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Malvern Town FC

- 14.17 Malvern Town FC is the senior football team located in the District and competes in the British Gas Southern Football League Division One Midlands. It also has a reserve team playing in the West Midlands League and an U18 team playing in the Midland Floodlit League. It has recently developed a link with Malvern Ladies FC and the team plays its matches on the ground on Sunday afternoons. A link has also been established with Malvern Wanderers FC, a junior team in the area. The Club plans for the U16 team to progress to become its U18 team.
- 14.18 The Club owns its own pitch at Langland Avenue, which is good quality. During consultation the Club outlined its plans to vacate its current site due to its ongoing development. It states that there is a need for an additional floodlit pitch in order to accommodate current and future levels of demand and ensure that the teams are not forced to train on the grass pitch, thereby affecting its quality. A developer has taken a purchase option on the Langland Road site, which is dependent on the Club identifying, and securing planning permission, on a suitable alternative. A number of site possibilities have been explored in the past and the Club is keen to identify a site to develop.
- 14.19 It would be prudent for MHDC to ensure that any development concerning Malvern Town FC does not solely provide for the Club, but adds to the pitch stock in the Malvern Town analysis area, through additional pitches that are accessible to the community.



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Provision of football pitch sites assessed by quality and capacity

Table 14.5: Football provision and level of community use

Site name	Analysis area	Senior			Junior			Mini			Matches per week			Consultation comments	
		G	A	P	G	A	P	G	A	P	play	cap	rating		
Old Hollow Sports Ground	Malvern Town area	1										0.5	2.0		Site is rated as poor quality and has no changing facility on the site. This significantly limits its usage potential. It is also used to host music annual music festivals, which affect the quality of the pitch.
Church Lane, Suckley	Malvern Town area	1										0.5	2.0		Site is adequate quality.
Norton Juxta	Malvern Town area	1										-	2.0		There is currently no formal play on this site despite there being changing facilities. However, the changing facilities are in a poor condition.
Greenfield Road	Malvern Town area			1								-	0.5		Site not used for competitive matches as its does not have formal line markings.
Leigh & Bransford Primary School	Malvern Town area					1						1.0	1.0		Site is exclusively used by the junior teams of Leigh & Bransford Badgers FC. Site is adequate quality.
Barnards Green Cricket Club	Malvern Town area							1				2.0	2.0		Mini-soccer is played on the outfield of this site, which is good quality.
Sling Lane Playing Fields	Malvern Town area			2								4.0	1.0		The pitches on the site are poor quality due to the unevenness of the surface and the potholes. The goalposts are also in need of upgrade. There is no changing serving the pitches. However, the pitches are currently overplayed. An increase in their quality would increase the weekly carrying capacity.



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Site name	Analysis area	Senior			Junior			Mini			Matches per week			Consultation comments
		G	A	P	G	A	P	G	A	P	play	cap	rating	
Victoria Park	Malvern Town area	2									6.0	4.0		Pitches are good quality but are currently overplayed. Play should be directed to another site.
Lower Howsell Road	Malvern Town area	2			2						8.0	8.0		The changing facility on the site is in need of renovation. There is no additional capacity for extra matches to be played at this site and consideration should be given to directing current levels of play to other sites in order to preserve the pitch quality.
The Chase High School	Malvern Town area	2									-	4.0		There is currently no formal play on the school site.
Malvern Town FC	Malvern Town area	1									1.5	2.0		The site is currently played to under capacity.
Dyson Perrins High School	Malvern Town area		1								-	1.0		Pitches are adequate quality but not used formally by football clubs.
Malvern College	Malvern Town area	6			2						0.0	16.0		Currently no community use of facilities.
Hallow Playing Field	Rural areas	1									0.5	2.0		
Martley Millenium Green	Rural areas	1									1.0	2.0		The local village team, Martley Spurs FC, uses the site. It is good quality and well maintained.
Kempsey Sports Association Playing Fields	Rural areas	2			2						2.5	8.0		Site is well used at weekends by junior and senior teams in Kempsey.
Berry Fields	Rural areas		1								-	1.0		There is currently no formal play at this site.
Leigh & Bransford Memorial Hall, Sherridge Road, Leigh Sinton	Rural areas		1								0.5	1.0		The pitch is only adequate quality, which restricts its weekly playing capacity. This is reflected in the poor levels of usage.
Hollybed Common	Rural areas			1							-	0.5		Pitch is poor quality and is reflected in the poor levels of usage. Lines are not marked due to the absence of demand.



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Site name	Analysis area	Senior			Junior			Mini			Matches per week			Consultation comments	
		G	A	P	G	A	P	G	A	P	play	cap	rating		
Spittle Fields	Rural areas	1										-	2.0		Site is overgrown with clover. This suggests that there is no recent formal play on the site. The changing accommodation is poor and in need of refurbishment.
Ferry Lane Playing Field	Rural areas	1										0.5	2.0		Good quality pitch site with changing accommodation. Currently underused by football teams.
Hospital Lane Playing Field	Rural areas	2										2.0	4.0		Site is used at weekends by Powick FC and Leigh & Bransford Badgers FC.
Palmers Meadow	Tenbury Town area		1		2							4.5	5.0		Site is well used by a number of teams in Tenbury. Improvement of the senior football pitch would further increase the carrying capacity at the site.
Tenbury High School Oldwood Road	Tenbury Town area		1									-	1.0		The pitch is poor quality and in need of upgrading.
The Hill Centre	Upton and Hanley areas	2										1.5	4.0		Site is well used by local football teams. Good quality changing facility in the Hill Centre.
The Glebe, Hanley Castle High School	Upton and Hanley areas	1										0.5	2.0		Rural location but is used on a weekly basis.
Upton Sports Club	Upton and Hanley areas	1			2							3.0	6.0		Site is well used by junior football teams. It is at capacity at peak times and an increase in play on this site is unrealistic.



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‘SHORTFALL, ADEQUACY AND REQUIREMENT ’

Summary of current demand

14.20 The table below summaries the sites in each area, which are currently being played beyond their capacity.

Table 14.6: Summary of pitch overplay by analysis area

Site	Analysis area	Weekly overplay of matches
Sling Lane Playing Fields	Malvern Town area	6
Victoria Park	Malvern Town area	4
Total		10

14.21 Where possible, play should be directed to other sites. However, Lower Howsall Road Playing Fields in Malvern Town area is currently played to capacity. Only the school sites, at Dyson Perrins High School and the Chase High School, have any significant capacity. It is anticipated that the new development at North Site will accommodate some overplay from Sling Lane and Victoria Park. However, the provision of this site will not be sufficient to solve the current overplay issue in the Malvern Town analysis area.

Summary of future/latent demand

14.22 There is little evidence of latent demand across Malvern Hills District. However, it is clear from the analysis that a high proportion of football teams gravitate towards the perceived better quality, multi-pitch sites, such as Lower Howsall Playing Fields and Victoria Park. As a result there is a considerable amount of overplay at sites in Malvern Town area, with a number of sites in the rural areas (such as Kempsey Sports Association Playing Fields and Leigh & Bransford Memorial Hall) not used to capacity, despite them being good quality pitches. It is this rural/urban split that creates the perception of a deficiency of pitches across the District. However, in reality there is a deficiency of pitches in the Malvern Town area, with the rural pitches considered inaccessible for many teams.

14.23 Malvern College has six senior football pitches and two junior football pitches. Currently, there is no community use at the site. Consultation with the College suggests that this is due to the lack of personnel to facilitate a bookings procedure. MHDC is working closely with the College towards an agreement for some of the pitches to be made available at peak times, which would significantly add to the pitch stock in Malvern Town area.

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Temporal supply and demand analysis of football pitches by analysis area

14.24 The following temporal supply and demand and the potential impact of overplay and latent demand is calculated for each analysis area with football pitches:

Malvern Town analysis area

Table 14.7: Temporal supply/demand for football pitches in Malvern Town analysis area

	Total pitches available for community use	Pitches required to meet demand on peak days	Shortfall (-)/surplus (+) of pitches
Senior	10	3.5	+6.5
Junior	2	8	-6
Mini	1	6.5	-5.5

14.25 Although there is a surplus of senior pitches on peak days (Sunday am), there is a considerable deficit of junior pitches. In practice, the junior teams play on senior pitches. However, assuming junior matches are played on senior pitches, there is a surplus of 0.5 pitches. It should be noted that mini-soccer matches are played across senior and junior pitches and any surplus will accommodate mini-soccer matches.

Rural analysis areas

Table 14.8: Temporal supply/demand for football pitches in Rural areas analysis area

	Total pitches available for community use	Pitches required to meet demand on peak days	Shortfall (-)/surplus (+) of pitches
Senior	11	1	+10
Junior	2	2.5	-0.5
Mini	0	1.5	-1.5

14.26 There is a surplus of pitches in the Rural analysis area. However, it is impractical to assume that any overplay in other analysis areas can be directed to these pitches, which are remotely located.

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Tenbury Town analysis area

Table 14.9: Temporal supply/demand for football pitches in Tenbury Town analysis area

	Total pitches available for community use	Pitches required to meet demand on peak days	Shortfall (-)/surplus (+) of pitches
Senior	2	1	+1
Junior	2	0	+2
Mini	0	2	-2

14.27 Although there is a shortage of mini-soccer pitches on peak days (Saturday pm) these matches are played across existing senior and junior pitches using portable goal posts.

Upton and Hanley analysis area

Table 14.10: Temporal supply/demand for football pitches in Upton and Hanley analysis area

	Total pitches available for community use	Pitches required to meet demand on peak days	Shortfall (-)/surplus (+) of pitches
Senior	4	0.5	+3.5
Junior	2	1.5	+0.5
Mini	0	2.5	-2.5

14.28 The peak time for matches in Upton and Hanley analysis area is Sunday. There is a deficit of mini-pitches in the area. However, in practice these matches are accommodated by senior and junior pitches as mini-soccer matches are played across the pitches using portable goal posts.

Team generation rates (TGRs)

14.29 TGRs indicate how many people in a specified age group are required to generate one team based on current population and participation. TGRs for each pitch sport and each age group have been calculated.

14.30 TGRs can be used with the PPM for modelling purposes, e.g., by looking at population projections, future TGRs can be estimated. If these are entered into the PPM, it is possible to predict whether current supply would meet future demand.

14.31 The following TGRs have been calculated for each analysis area in Malvern Hills District. Where no TGR is shown this indicates that no teams operate at that age group, for that sport, in that area.

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Malvern Town analysis area TGRs

Table 14.11: Football TGRs in Malvern analysis area

FOOTBALL TEAMS	Senior (16-45) Mens	Senior (16-45) Womens	Junior (10-15) Boys	Junior (10-15) Girls	Mini-soccer (6-9) Mixed
	13	1	13	3	13
POPULATION 2001 Census	16-45 Men	16-45 Women	10-15 Boys	10-15 Girls	6-9 Mixed
	5,972	4,915	1,320	1,391	1,625
TGRs	Senior (16-45) Mens	Senior (16-45) Womens	Junior (10-15) Boys	Junior (10-15) Girls	Mini-soccer (6-9) Mixed
	1:459	1:4,915	1:102	1:464	1:125
MALVERN HILLS DISTRICT	1:531	1:9,755	1:120	1:920	1:129
NATIONAL AVERAGE	1:435	1:18,759	1:179	1:3,949	1:438

14.32 The TGRs for the Malvern Town analysis area show that per percentage of the population, the level of participation is strong compared to the average for all forms of football in the District.

Rural areas analysis area

Table 14.12: Football TGRs in Rural areas analysis area

FOOTBALL TEAMS	Senior (16-45) Mens	Senior (16-45) Womens	Junior (10-15) Boys	Junior (10-15) Girls	Mini-soccer (6-9) Mixed
	6	0	5	0	3
POPULATION 2001 Census	16-45 Men	16-45 Women	10-15 Boys	10-15 Girls	6-9 Mixed
	4,888	3,805	1,273	1,104	1,299
TGRs	Senior (16-45) Mens	Senior (16-45) Womens	Junior (10-15) Boys	Junior (10-15) Girls	Mini-soccer (6-9) Mixed
	1:815		1:255		1:433
MALVERN HILLS DISTRICT	1:531	1:9,755	1:120	1:920	1:129
NATIONAL AVERAGE	1:435	1:18,759	1:179	1:3,949	1:438

14.33 The TGRs for the Malvern Town analysis area show that per percentage of the population, the level of participation in senior football is low compared to the average for the District. The TGRs for other categories of football are also lower than the District average. There are no women's or girls' teams playing in the Rural areas.

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Tenbury analysis area

Table 14.13: Football TGRs in Tenbury analysis area

FOOTBALL TEAMS	Senior (16-45) Mens	Senior (16-45) Womens	Junior (10-15) Boys	Junior (10-15) Girls	Mini-soccer (6-9) Mixed
	2	0	3	0	4
POPULATION 2001 Census	16-45 Men	16-45 Women	10-15 Boys	10-15 Girls	6-9 Mixed
	654	491	146	129	145
TGRs	Senior (16-45) Mens	Senior (16-45) Womens	Junior (10-15) Boys	Junior (10-15) Girls	Mini-soccer (6-9) Mixed
	1:327		1:49		1:36
MALVERN HILLS DISTRICT	1:531	1:9,755	1:120	1:920	1:129
NATIONAL AVERAGE	1:435	1:18,759	1:179	1:3,949	1:438

14.34 The TGRs for the Tenbury analysis area show that per percentage of the population, the level of participation in all categories of football is higher than the District average. The lack of TGRs for women's and girls' football shows that there are no teams playing.

Upton and Hanley analysis area

Table 14.14: Football TGRs in Upton and Hanley areas

FOOTBALL TEAMS	Senior (16-45) Mens	Senior (16-45) Womens	Junior (10-15) Boys	Junior (10-15) Girls	Mini-soccer (6-9) Mixed
	2	0	3	0	5
POPULATION 2001 Census	16-45 Men	16-45 Women	10-15 Boys	10-15 Girls	6-9 Mixed
	703	544	140	135	147
TGRs	Senior (16-45) Mens	Senior (16-45) Womens	Junior (10-15) Boys	Junior (10-15) Girls	Mini-soccer (6-9) Mixed
	1:351		1:47		1:29
MALVERN HILLS DISTRICT	1:531	1:9,755	1:120	1:920	1:129
NATIONAL AVERAGE	1:435	1:18,759	1:179	1:3,949	1:438

14.35 The TGRs for the Upton and Hanley analysis area show that per percentage of the population, the level of participation in all categories of football is significantly higher than the District and national averages. The lack of TGRs for women and girls' football shows that there are no teams playing in the area.

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Future TGRs and demand projections

14.36 The following future TGRs (based on estimated population projects to 2017) have been calculated for each area of Malvern Hills. Where no TGR is shown this indicates that no teams operate at that age group, for football, in that area.

Table 14.15: Future football TGRs

Analysis areas	Senior men (16-45)	Senior women (16-45)	Junior boys (10-15)	Junior girls (10-15)	Mini soccer (6-9) mixed
Malvern	1:459	1:4,915	1:102	1:464	1:125
Rural areas	1:815	-	1:255	-	1:433
Tenbury	1:327	-	1:49	-	1:36
Upton & Hanley	1:351	-	1:47	-	1:29
MALVERN HILLS	1:531	1:9755	1:120	1:920	1:129

- 14.37 As demonstrated above, the future TGRs vary significantly from area to area. In particular, Tenbury has a good level of participation. Senior participation is good in the majority of areas, and demonstrate a strong number of clubs fielding adult teams across a variety of league competitions.
- 14.38 Only Malvern has senior women's and junior girls teams. This is largely due to the well-established clubs, such as Malvern Town FC and Newtown Sports JFC, being located in the area and playing at some of the multi-pitch sites such as Lower Howsall Road and Victoria Park.
- 14.39 Mini soccer is played throughout the Borough, with teams in every analysis area. Mini soccer is played most in Upton & Hanley and Tenbury, once again due to the main junior clubs playing in these areas.
- 14.40 Where TGRs are relatively high in comparison to the whole District, it is recommended that these should be maintained. Where TGRs are lower than the District, target TGRs should be set as aspiration. The target TGRs (figures in blue) are applied below to give an indication as to how many additional football teams (figures in bold) will be generated in 2017 if these targets are met.

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Table 14.16: Additional football teams required

Analysis areas	Senior men (16-45)	Senior women (16-45)	Junior boys (10-15)	Junior girls (10-15)	Mini soccer (6-9) mixed
Malvern	1:459	1:4,915	1:102	1:464	1:125
	0.9	0.1	0.8	0.2	0.9
Rural areas	1:531	1:4,915	1:120	1:920	1:129
	3.8	0.8	6.4	1.3	7.8
Tenbury	1:327	1:4,915	1:49	1:920	1:36
	0.1	0.1	0.2	0.2	0.3
Upton & Hanley	1:351	1:4,915	1:47	1:920	1:29
	0.1	0.1	0.2	0.2	0.4

Future PPM summary

14.41 Sport England's PPM (playing pitch model) is used to assess whether supply of pitches will be sufficient at peak times in the future (up to 2017). A summary of surpluses and deficiencies is shown below and takes account of the additional teams estimated to require pitches if TGR targets are achieved.

Table 14.17: PPM Summary

Analysis area	Football		
	Senior pitches	Junior pitches	Mini pitches
Malvern	9.6	-13.1	-12.9
Rural areas	7.4	-10.6	-10.8
Tenbury	2.0	-1.3	0
Upton and Hanley	2.9	-1.3	-5.4
MALVERN HILLS	21.9	-26.4	-29.1

14.42 Although there is likely to be significant deficiencies of both junior and mini football pitches across Malvern Hills in 2017, there is a significant surplus of senior pitches. It is therefore recommended that rather than release pitches, senior pitches are used to accommodate junior and mini pitches.

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Football summary and recommended actions

<p>Football summary</p> <p>Current provision</p> <p>□ There are 33 senior, 10 junior and one mini football pitches in Malvern Hills District. There are 23 senior men's, 1 senior women's, 24 junior boys', three junior girls' and 25 mini soccer teams..</p> <p>Future provision</p> <p>□ There is a surplus of 21.9 senior football pitches and a deficiency of 26.4 junior and 29.1 mini soccer pitches. Rather than release senior football pitches, it is recommended that they be converted to use for junior and mini play</p> <p>Other issues</p> <p>See below.</p>
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Table 14.18: Summary of key issues and recommendations

Key issue	Proposed outcome objective	Recommended action
North Site	Addition of two quality pitches to the pitch stock in the Malvern Town area, which are regularly hired by local football clubs.	Ensure that overplay on other sites, as detailed in this assessment report, is strategically directed to North Site.
Sling Lane Playing Fields	Improved quality of sport and recreation facilities, including ancillary facilities.	Assess the feasibility of adding to, and improving, the facilities at Sling Lane Playing Fields. This could include the provision of additional mini-soccer pitches and new changing facility.
Malvern Town FC	Good quality, senior football club providing a complete player pathway from mini-soccer through to adult senior football, including women's teams.	Work with WFA to increase development at Malvern Town FC and put into place the necessary infrastructure, in terms of volunteers and coaches, to create sufficient demand for development of a new facility. This should include pursuit of the Charter Standard accreditation mark. Ensure that any new development is accessible to other community clubs and that usage is not monopolised by Malvern Town FC.

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Key issue	Proposed outcome objective	Recommended action
Football Forum	Inclusive Forum, which is well attended by a cross-section of local clubs with a clear purpose and remit.	Agree key priority areas for development for football in the District, with a view to development an area football development plan for Malvern Hills District and surrounding areas. This should identify key solutions, either financial or developmental, to issues affecting football in Malvern Hills District.
Lack of quality changing provision	Improved changing facilities across a number of existing pitch sites.	Develop and implement, in partnership with WFA and using the findings of this assessment report, a hierarchical upgrade programme for the improvement of changing provision at existing pitch sites.
Regulations concerning league minimum facility requirements	Ensure that clubs are not restricted from progressing to compete higher in the football pyramid because of facility issues.	Work closely with local clubs to continually assess their development aspirations through the Football Forum. Ensure that dialogue is opened with the relevant councils should any facility upgrades be necessary.
Blanket postponement of matches	Entrust match officials to make necessary ground suitability judgements based on location.	Open dialogue with local councils to examine the policy of the blanket postponement of matches based on conditions at one site.
Tenbury facilities	Provision of a new changing room facility to accommodate both football and rugby.	Work with Tenbury Town Council, Tenbury United FC and Tenbury Rugby Club, in association with the newly established community sports network (CSN) to get security of tenure on the Palmers Meadow site to apply for external funding and finalise facility needs.